Global Retail Brands

2027 MEDIA PLANNER

WHERE RETAILERS and SUPPLIERS MEET









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2027

Global Retail Brands

PRIVATE LABEL GROWTH CONTINUES WORLDWIDE

GLOBAL

The global private label grocery industry is entering a positive new chapter defined by quality, innovation, and stronger retailer-consumer relationships. No longer perceived as a low-cost fallback, private labels have transformed into strategic assets for retailers who use their own brands to capture margin, build loyalty, and respond faster to shifting tastes. Retailers' control over formulation, pricing and packaging lets them introduce premium lines, health-forward options and trend-driven SKUs while tailoring assortments to local tastes.

CONSUMERS

Consumers are rewarding this evolution. Recent data show private label value sales growing faster than national brands in many regions as shoppers increasingly view store brands as good value and credible alternatives. That shift is powered by shoppers seeking both affordability and quality — a combination that private labels are uniquely positioned to deliver through streamlined supply chains and flexible sourcing. (NIQ)

INNOVATION

Product innovation is no longer the exclusive domain of household-name manufacturers. Retailers are investing in better product content, clearer labeling, and higher-quality ingredients to move beyond the "budget" stereotype and into premium and niche segments such as plant-based, clean-label, and international specialties. These investments also support e-commerce growth, where high-quality imagery and information reduce friction and broaden private label appeal. (NIQ)

SUSTAINABLE

Sustainability and packaging modernization offer another tailwind.

Leading grocers are redesigning packaging for recyclability and clearer origin claims, reinforcing trust with environmentally conscious consumers and differentiating private brands on purpose as well as price. Large chains' recent, high-profile relabeling and expansion programs show how retailers are professionalizing private-label presentation to attract new shoppers. (Food & Wine)

PROFITABLE

Economically, private labels give retailers margin leverage that can be reinvested into lower prices, better store experiences, and marketing — a virtuous cycle that strengthens retailer brands and benefits consumers. As data analytics, category management and co-manufacturer partnerships improve, retailers will be able to scale localized lines and personalized assortments more profitably than ever before. (McKinsey & Company) Looking ahead, the private label grocery sector's future is bright: convergence of quality, sustainability, digital presentation, and supply-chain mastery will cement store brands as central players in global food systems. For consumers seeking value and variety, and for retailers seeking differentiation and higher margins, private labels are no longer a compromise — they are a choice, and an increasingly compelling one.

2027 SPECIAL PROGRAMS FOR...

TRADE FAIR COVERAGE

Reach Visitors to the World's Largest Show's for Private Label PLMA Amsterdam, PLMA Chicago, SIAL, Marca Bologna



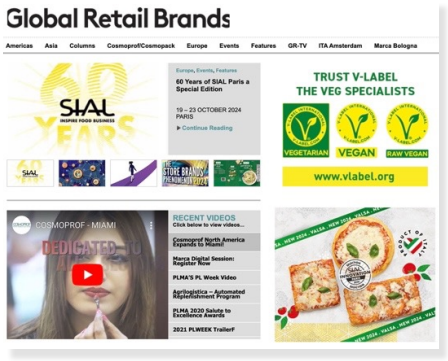






DIGITAL PRESENCE

Banner Ads, Video Posts, Home-Page Editorial, Social Media Support



FEATURED EDITORIAL

Combine a single page ad with 3 pages of editorial.



SCHEDULE

MARCH

Issue:	**2027 Supplier Guide**
Distribution:	**All 2027 Fairs**
Feature:	**Supplier Profiles**
Edit Due:	**10 February 2027**
Ad Close:	**17 February**



MAY

Issue:	**PLMA Amsterdam**
Distribution:	**PLMA Amsterdam**
Feature:	**International Retail**
Edit Due:	**3 April**
Ad Close:	**10 April**





OCTOBER

Issue:	**Vertex International Design Awards**
Distribution:	**Anuga**
Feature:	**Retail Brand Design**
Edit Due:	**1 September**
Ad Close:	**8 September**





NOVEMBER

Issue:	**PLMA Chicago**
Distribution:	**PLMA, Marca Bologna, Biofach**
Feature:	**Specialty Products**
Edit Due:	**6 October**
Ad Close:	**13 October**





Global Retail Brands

MEDIA PLANNER

Global Retail Brands advances best practices in the private label industry. Its mission is to promote excellence and innovation from retailers, suppliers, trade events, news, business trends, design/packaging and supply-chain logistics.

THOUGHT-LEADING CONTENT

Private brand "thought-leaders" lend their global expertise through contributed columns, articles and features. This unique content is intended to provoke, question and push the envelope. It's about what happens next.

TOTAL MARKET COVERAGE

Circulation to Senior Executives and Brand Managers at the Top 250 Global Retailers means Global Retail Brands is the only private label publication with true global market reach. Each issue and Innovation Minute is delivered to 8,000 in North America, South America, Europe, Asia, Africa, Oceana and the Middle East. Print editions are distributed at all Private Label Trade Fairs, such as: Anuga, SIAL, PLMA Amsterdam and Chicago, Wabel, MADE, Foodex Japan, Marca Bologna, Velocity and more.

IMPRESSIVE RESULTS

GRB stands out from the crowd, so company image does as well. The unique, distinctive design and format means your message does not get lost in a clutter of predictability.

2027 RATES

PRINT EDITION RATES

start at €2.950 net per full-page, four-color, bleed advertisement. Each print ad is included in the digital edition at no additional cost. Two-issue rate is €2.500 net per page. A full-year program is offered at €8.950 net.

BANNER ADS

are available for €2.500 per month, with discounts offered for frequency and when combined with print programs.

MATERIAL SPECIFICATIONS

PRINT:

Size is A4, 210 by 297 millimeters (8.3 x 11.7 inches). Add 3.175mm all around for bleed (0.125 inches) Keep live matter 6.35mm away from Trim area (0.25 inches) Hi-Res PDF, Optimized for Print, Transparencies Flattened, CMYK.

WEB BANNER:

350 Pixels Wide by 292 Pixels Deep. Banners can be static or animated and should be submitted in JPEG or GIF Format.

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